



**UNITED STATES  
OLYMPIC COMMITTEE**  
1100 H St. NW  
Suite 600  
Washington, DC 20005

May 23, 2014

The Honorable Amy Klobuchar  
United States Senate  
302 Hart Senate Office Building  
Washington, DC 20510

The Honorable Roy Blunt  
United States Senate  
260 Russell Senate Office Building  
Washington, DC 20510

Dear Senators Klobuchar and Blunt:

On behalf of the United States Olympic Committee (USOC), we would like to thank you for introducing the Travel Promotion, Enhancement, and Modernization Act of 2014 to reauthorize the work of Brand USA to promote the United States as an international destination. By attracting more visitors, Brand USA enhances U.S. economic growth, spurs job creation, and of particular interest to us, advances public diplomacy – all at no cost to taxpayers.

The United States Olympic Committee is itself an organization chartered by Congress through the Ted Stevens Olympic and Amateur Sports Act. We are the umbrella organization for 47 Sport National Governing Bodies, encompassing sport disciplines competed in at the Olympic, Paralympic, and Pan American Games.

The USOC remains uniquely and actively engaged in international travel and security issues with our International Olympic Committee (IOC), International Paralympic Committee (IPC), and International Sport Federation (IF) counterparts around the globe. We regularly work with the Department of Homeland Security and the Department of State to facilitate the visa and entry process for athletes, coaches, referees, the IOC, IPC, and IF officials during the dozens of competitions and conferences hosted in the U.S. annually. Overseas business travel to these U.S.-hosted events is not only critical to local economies across the nation, but to the vibrancy of the Olympic Movement in general, and the sustained competitive excellence of Team USA especially.

The USOC was supportive in 2012 of the President's National Travel and Tourism Strategy, which set an ambitious goal of attracting 100 million additional international visitors within 10 years. The facilitation of the image of the U.S. as a welcoming destination has other direct implications – many of those individuals who come to the U.S. for the abovementioned competitions and conferences will be in decision-making positions about whether major events, such as World Championships, World Cups, and even Olympic and Paralympic Games, will be hosted in the United States. Hosting these major events can be a potential driver for job creation, and these individuals' entry experience into the United States will continue to shape their perceptions and opinions about how receptive the U.S. is to foreign

travelers. Positive changes to these perceptions are important benchmarks along the path to the U.S. potentially being selected again to host the Olympic and Paralympic Games.

Thank you, again, for introducing this important legislation. We enthusiastically support the reauthorization of Brand USA. Through Brand USA, and at no public expense, the United States can continue to expand its share of the economically vital international travel market. We look forward to continuing to support your efforts – and those of Representatives Welch and Bilirakis, the lead House sponsors -- to move this bi-partisan, bi-cameral legislation through Congress. We appreciate your leadership and stand ready to be of assistance.

Sincerely,

A handwritten signature in dark ink, reading "Desiree Filippone". The signature is fluid and cursive, with the first name "Desiree" written in a larger, more prominent script than the last name "Filippone".

Desiree Filippone  
Managing Director, Government Relations